LEO BURNETT U.S.A.

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April 27, 1994

Ms. Karen Marryshow
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

RE: BOWLING MAGAZINE (MEMBER'S ONLY EDITION)

Dear Karen:

Attached please find the requested publication information for the Bowling Magazine (Member's Only Edition). We have followed the format that Phyllis LaRusso requested for new publications on COMPASS. Please note that Merit used this magazine last year and it may already be on the system.

Please call with any questions.

Sincerely,
LEO BURNETT U.S.A.

Shanna L. Berk
Media Buyer/Planner

cc: C. Wilson, D. Rook - LBCo.
P. LaRusso, E. McGlone - PMCo.

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